

## Message Text

UNCLASSIFIED

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15

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

----- 119554

R 070558Z AUG 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 5838

UNCLAS MANILA 9402

E.O. 11652: N/A

TAGS: BFOL, RP

SUBJ: WTDR/FTI - PHILIPPINE EDUCATION COMPANY, INC.

REF: UNCLAS UDOC 10190

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. PHILIPPINE EDUCATION COMPANY, INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 620; 1104 CASTILLEJOS ST., QUIAPO

6. MANILA, PHILIPPINES

7. ESTBL. 1904 8. EMPL: 105 9. SIZE: (18-X) VERY LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 07/74

13A. 27310/1359 RETL., WHOLESALER, IMP. & PRINTER BOOKS

13B. 27210/1359 RETL., WHOLESALER, IMP. & PRINTER MAGAZINES

13C. 39510/135 RETL., WHOLESALER & IMP. SCHOOL AND OFFICE  
SUPPLIES

13D. 35793/135 RETEL., WHOLESALER & IMP. DUPLICATING MACHINES

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13E. 35790/135 RETL., WHOLESALER & IMP. STAPLERS

AND STAPLE REMOVERS

13F. 26480/135 RETEL., WHOLESALER & IMP. STATIONERY

13G. 39522/135 RETEL., WHOLESALER & IMP. ARTISTS' MATERIALS

13H. 27710/135 RETL., WHOLESALER & IMP. GREETING CARDS

13I. 39440/135 RETEL., WHOLESALER & IMP. TOYS AND GAMES

13J. 24991/135 RETL., WHOLESALER & IMP. PICTURE FRAMES

14. OFFICER: ANTONIO ZORILLA, PRESIDENT

15. CABLE: "PECOI" MANILA 16. TELEX: 7222321 - RCA

17. PHONE: 47-22-51 & 47-07-57

18. FINANCIAL REFERENCES: BANK OF AMERICA NT & SA, MAKATI, RIZAL, PHILIPPINES. TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: CROWN PUBLISHERS, INC, NEW YORK, N.Y. 10010, BOOKS; INTERSTATE PRINTERS & PUBLISHERS, DANVILLE, ILLINOIS 61834, BOOKS, UNIVERSITY OF CALIFORNIA PRESS, RICHMOND, CALIFORNIA 94802, BOOKS; UNIVERSITY OF CHICAGO PRESS, CHICAGO, ILLINOIS 60628, BOOKS; CURTIS CIRCULATION CO., PHILADELPHIA, PA., BOOKS AND MAGAZINES; G & C MERRIAM CO., SPRINGFIELD, MASSACHUSETTS, DICTIONARIES; ARROW FASTENER CO., BROOKLYN, N. Y., STAPLES, STAPLE REMOVERS, STAPLERS; MILTON BRADLEY CORPORATION, SPRINGFIELD, MASSACHUSETTS, SCHOOL AND ARTIST SUPPLIES, TEACHING AIDS; THE HEYER CORPORATION, CHICAGO, ILLINOIS, DUPLICATING MACHINES, STENCILS, MIMEOGRAPH INK; AGENCIES ACQUIRED SEVERAL YEARS AGO.

20. POST'S EVALUATION OF FIRM: ORIGINALLY ESTABLISHED 1904. EXECUTIVE CONSULTANTS, INC., LOCAL FIRM, OWN 90PERCENT OF FIRM. HEAD OFFICE, STORE PRINTING PLANT AND STOCKROOM MAINTAINED IN QUIAPO, MANILA WITH BRANCH OFFICE IN MAKATI POSTAL ARCADE, MAKATI COMMERCIAL CENTER, MAKATI, RIZAL, PHILIPPINES. RE-UNCLASSIFIED

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TAILER, WHOLESALER AND IMPORTER OF GENERAL MERCHANDISE. REQUIREMENTS OBTAINED FROM UNITED STATES, ENGLAND, CANADA, HONGKONG, WEST GERMANY AND JAPAN; OTHERS PURCHASED LOCALLY. MERCHANDISE DISTRIBUTED THROUGH SALES STORES AND SEVERAL DEALERS LOCATED THROUGHOUT COUNTRY. ALSO ACTS AS PRINTER OF BOOKS AND MAGAZINES ON JOB ORDER BASIS UNDER LICENSING AGREEMENT WITH FIRMS IN UNITED STATES. HAS ADEQUATE FACILITIES FOR NORMAL OPERATIONS. OFFICERS CONSIDERED COMPETENT

AND RELIABLE. CURRENT FINANCIAL STATEMENTS NOT AVAILABLE.  
AS OF DECEMBER 31, 1972 TOTAL ASSETS P8.6 MILLION, NET  
WORTH P7.1 MILLION, SALES P5 MILLION WITH NET INCOME P30,669.  
CREDIT REPUTATION, SATISFACTORY. RECOMMENDED AS A TRADE  
CONTRACT FOR INTERESTED AMERICAN FIRMS.  
SULLIVAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 AUG 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974MANILA09402  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740215-0420  
**From:** MANILA  
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**Image Path:**  
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**Line Count:** 121  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** UNCLAS UDOC 10190  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinml  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <05 JUN 2002 by reddocgw>; APPROVED <22 JAN 2003 by martinml>  
**Review Markings:**

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US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI - PHILIPPINE EDUCATION COMPANY, INC.  
**TAGS:** BFOL, RP  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005